

Message Text

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PAGE 01 STATE 134577
ORIGIN AF-10

INFO OCT-01 ISO-00 PA-02 PRS-01 USIA-15 DHA-02 IO-14
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FM SECSTATE WASHDC

TO AMCONSUL JOHANNESBURG PRIORITY

INFO AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

UNCLAS STATE 134577

ALSO FOR CAPE TOWN EMBASSY

E.O. 11652: N/A

TAGS: ECAB, EGEN, SF, US

SUBJECT: BLACK NEWSPAPER STORIES ON U.S. COMPANIES-
KENTUCKY FRIED CHICKEN

REF: JOHANNESBURG 1386

1. DEPARTMENT DISCUSSED WORLD ARTICLE QUOTED REFTEL
WITH JOSEPH MCGARRY, VICE PRESIDENT FOR PUBLIC AFFAIRS,
HEUBLEIN INTERNATIONAL. WE SUGGESTED THAT HEUBLEIN
SHOULD CONSIDER TAKING OUT ADS OR OTHER ACTION TO
CLARIFY THE DIFFERENCE BETWEEN KENTUCKY FRIED CHICKEN
(KFC) SOUTH AFRICA AND SOUTH AFRICAN OWNED FRAN-
CHISE STORES. MCGARRY RESPONDED THAT HARRY SCHWAB
HAD WRITTEN A LETTER OF CLARIFICATION TO THE EDITOR
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PAGE 02 STATE 134577

OF THE WORLD AND HAD ASKED THAT IT BE PUBLISHED.
MCGARRY INDICATED THAT HEUBLEIN WOULD CONSIDER
TAKING OTHER ACTIONS IF PROBLEMS PERSISTED. SCHWAB
HAS TOLD HEUBLEIN INTERNATIONAL THAT HE WAS ACCURATELY
QUOTED IN THE WORLD ARTICLE, BUT HE WAS DISAPPOINTED
THAT ARTICLE FAILED TO MENTION THAT A NUMBER OF KFC
SOUTH AFRICA STORES HAVE BLACK MANAGERS. ACCORDING

TO MCGARRY, SCHWAB IS CONTACTING THE OWNERS OF THE
SOUTH AFRICAN FRANCHISE STORES TN AN ATTEMPT TO
PERSUADE THEM TO UPGRADE THEIR EMPLOYMENT PRACTICES.

2. DEPARTMENT BELIEVES THAT REGIONAL LABOR OFFICER
IN HIS CONVERSATION WITH KFC SOUTH AFRICA MANAGING
DIRECTOR WARD SHOULD ENCOURAGE KFC TO CONTACT THE
OWNERS OF ALL OF THE SOUTH AFRICAN FRANCHISE STORES
USING THE WORLD ARTICLE AS EVIDENCE OF THE NEED
FOR THESE OWNERSTO IMPROVE THEIR EMPLOYMENT
PRACTICES. VANCE

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Message Attributes

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Sent Date: 10-Jun-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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